Discussant – Paper no.34

WOMEN'S COLLECTIVE ACTION AND THE THEORY OF CHANGE
A CASE STUDY OF THE TWO LARGEST WOMEN PRODUCERS’ COLLECTIVES IN INDIA

Dr. Devi Sekhar R
Assistant Professor
Department of Management Studies
Sree Narayana Gurukulam College of Engineering
Kerala, India
Relevance of the Study

• It is estimated that India could add $770 billion to its GDP by 2025, simply by giving equal opportunities to women (McKinsey Global Institute, 2018).

• Women constitute almost half of the total population in India. Yet the present contribution of women to the GDP remains at 18%.

• NGC model aims to overcome the socio-economic marginalization and poor bargaining capacity thereby promoting women empowerment (Torri and Matrinez, 2014).
METHODOLOGY

• Ethnographic case study approach.

• Mixed method instruments viz. Interview Schedule, In-depth Interviews, and Focused Group Discussions (FGDs) were used for data collection.

• From 2016 until 2021 the progress of PCs was closely monitored through periodic review of PCs documents and telephonic/zoom interviews with BoD and managers.

• The paper makes an attempt to understand New Generation Women Collectives with regard to the design, functioning, outcomes and sustenance.
• Subicsha Producer Company took shape with the enactment of SGSY in 1999. It was then taken over by Kudumbashree Mission in 2005, which is a federation of women SHGs of entire Kerala.

• The Self Employed Women Association (SEWA) is a well-known organization in India, registered as a Trade Union in 1972 with 2 million women SHG members in 13 states. RUDI has emerged as an Agro-business hub out of SEWA in 2001, operating in 4000 villages in 8 districts of Gujarat and 1 district of Rajasthan.
Significant Observations of the Study

• The paper has made a detailed analysis on the Membership structure, Governance & Operating Systems in SUBICSHA AND RUDI.

• Strong and consistent promotional support, and careful and progressive planning and execution have made these collectives unique models of socioeconomic and political empowerment for thousands of illiterate and poor women.

• Over more than fifteen years of business, though slowly, both the collectives have progressed from pre-promotion, incubation, and growth phases, and reached to expansion stage.

• The current expansion and global market competitiveness of the collectives are slowed by a lack of highly trained professional staff and capital shortage, their biggest achievement lies in their unique model of the theory of empowerment.
Questions to the Authors

1. Have you applied any model based on “Theory of Change” in your study?

2. How will you differentiate a NGC from other women collectives?

3. How did you select these two collectives?

4. In the methodology you have mentioned that an interview schedule is used to quantify data while such data is not furnished in the paper.

5. Will you please justify your Methodology?

6. What are your suggestions to revive women collectives in India?
THANK YOU